**PROJECT OVERVIEW**

**PROJECT BOUNDARY**

**MARKET & OCTAVIA AREA PLAN**

The Market & Octavia Area Plan adopted in 2008 includes the general area within a short walking distance of Market Street between the Van Ness Avenue and Church Street Muni stations and along the new Octavia Boulevard that replaced the Central Freeway.

The Hub area was included within the boundaries of the Market and Octavia Area Plan and was envisioned as a “vibrant new mixed-use neighborhood.” Numerous policies in the plan support this vision including the creation of the Van Ness and Market Downtown Residential Special Use District (SUD) which encourages the development of a transit-oriented, high-density, development around the intersections of Market Street and Van Ness Avenue and Mission Street and Van Ness.

**PROJECT TIMELINE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN 2016</td>
<td>Project start-up, existing conditions analysis, stakeholder meetings</td>
</tr>
<tr>
<td>APRIL 2016</td>
<td>Workshop 1: Urban Form, Land Use, and Public Benefits</td>
</tr>
<tr>
<td>JUNE 2016</td>
<td>Workshop 2: Public Realm</td>
</tr>
<tr>
<td>MARCH 2017</td>
<td>Workshop 3: Recommendations for all topic areas</td>
</tr>
<tr>
<td>OCT 2017</td>
<td>Environmental Review Process Begins</td>
</tr>
<tr>
<td>JUNE 2019</td>
<td>Workshop 4: Project Update + Public Benefits</td>
</tr>
<tr>
<td>JULY 2019</td>
<td>DEIR scheduled to be released</td>
</tr>
<tr>
<td>WINTER 2020</td>
<td>Adoption &amp; Approvals</td>
</tr>
</tbody>
</table>

**PROJECT GOALS**

- Increase housing and affordable housing near transit
- Develop and coordinate designs for the public realm
- Create a robust public benefits package and prioritize projects for implementation

FOR MORE INFO, VISIT: sfplanning.org/hub
PROJECT TIMELINE

FOR MORE INFO, VISIT:
sfplanning.org/hub

WE ARE HERE

MARKET & OCTAVIA
AN AREA PLAN OF THE GENERAL PLAN
OF THE CITY AND COUNTY OF SAN FRANCISCO

SAN FRANCISCO PLANNING DEPARTMENT

FOR MORE INFO, VISIT:
sfplanning.org/hub
PROJECT DETAILS

PROJECTS IN THE HUB (BY STATUS & HOUSING UNITS)

1. 10 South Van Ness: 984 units
2. 30 Van Ness: 610 units
3. 98 Franklin / 57 Oak: 365 units
4. 42 Otis: 16 units

5. 1601-1637 Market: 584 units
6. One Oak: 304 units
7. 1601 Mission: 220 units
8. 1554 Market: 100 units
9. 1740 Market: 100 units

10. 1500 Mission: 550 units
11. 30 Otis: 416 units
12. 1699 Market: 160 units
13. 1700 Market: 42 units
14. 22 Franklin: 35 units

15. 150 Van Ness: 429 units
16. 100 Van Ness: 399 units

17. 55 Page: 128 units
18. 8 Octavia: 49 units

19. 1600 Market: 24 units

FOR MORE INFO, VISIT: sfplanning.org/hub
The Planning Department is analyzing the potential for zoning and policy refinements to better ensure that the area’s growth supports the City’s goals for housing, transportation, the public realm, and the arts. The Planning Department is proposing to modify the zoning within the Hub boundary and create one zoning district with consistent land use controls across the area. Below is a map of the existing and proposed zoning, and a summary of the proposed Planning Code changes that support the policy recommendations.

Under existing zoning, most parcels are zoned C-3-G/SUD or NCT-3:

**Downtown General Commercial (C-3-G/SUD)** is a mixed-use district found in the Downtown. This district is flexible and allows for a wide variety of land uses. All parcels in the C-3-G district are also within the Van Ness & Market Downtown Residential Special Use District (SUD). The SUD was created to encourage the development of a transit-oriented, high-density, mixed-use residential around the intersections of Market Street and Van Ness Avenue and Mission Street and Van Ness. The SUD adds land use restrictions to the underlying zoning (C-3-G) to emphasize housing as the primary land use, strictly limiting non-residential uses.

**Neighborhood Commercial (NCT-3)** is a mixed use district that allows for primarily residential uses and some commercial and retail uses to support the neighborhood.

**SUMMARY OF PROPOSED PLANNING CODE CHANGES**

<table>
<thead>
<tr>
<th>LAND USE CONTROL</th>
<th>POLICY GOAL</th>
<th>PROPOSED ZONING</th>
</tr>
</thead>
</table>
| **Parking**            | Create consistent and lower parking requirements | • Residential: Permitted up to one car for each four Dwelling Units; Not Permitted above one car for each four dwelling units  
|                        |                                              | • Non-residential: Not to exceed 7% of gross floor area of such uses            |
| **Non-residential Uses** | Allow flexibility for non-residential uses   | • At least three occupied square feet of residential use shall be provided for each occupied square foot of non-residential use. Institutions, arts uses, public uses, replacement of existing commercial uses are exempt.  
|                        |                                              | • Allow non-residential uses above the 4th floor                                |
| **Privately-Owned**    | Integrate new development into Van Ness Station | • Required for non-residential uses  
| **Public Open Space (POPOS)** |                                              | • Allow new MUNI station entrances to count towards POPOS requirement.          |
| **Maximum Floor**      | Support arts uses                            | • No limit  
| **Area Ratio (FAR)**   |                                              | • Allow for FAR exemptions for arts uses                                        |
| **Use Size**           | Support local, affordable, community-serving retail | • C required for single retail use over 90,000 gross sq. ft.  
|                        |                                              | • On lots greater than 20,000 square feet, require one micro retail unit (1,000 sq. ft. or less) for every 20,000 sq. ft. of lot area.  |
| **Public Art**         | Support arts uses                            | • Projects involving new building, or the addition of 25,000 sq. ft. or more, provide public art equal to at least 1% of the total construction cost.  
|                        |                                              | • Allow projects to waive full or partial public art fee and instead provide reduced rent for arts uses via a development agreement |
| **Bulk**               | Recent changes to the fire code and building code require larger floorplates | • 12,000 sq.ft floor plate for buildings taller than 350’  
|                        |                                              | • 10,000 sq.ft floor plate for buildings shorter than 350’                      |
PRINCIPLES

1 Harmoniously fit the Hub neighborhood within the city as a whole.

“Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.”

“In areas of growth where tall buildings are considered through comprehensive planning efforts, such tall buildings should be grouped and sculpted to form discrete skyline forms that do not muddle the clarity and identity of the city’s characteristic hills and skyline.”

Quotes from the City’s General Plan Urban Design Element

2 Highlight the Hub as a center of activity and transit.

“Clustering of larger, taller buildings at important activity centers (such as major transit stations) can visually express the functional importance of these centers.”

“Tall buildings should be clustered downtown and at other centers of activity to promote the efficiency of commerce, to mark important transit facilities and to avoid unnecessary encroachment upon other areas of the city. Such buildings should also occur at points of high accessibility such as rapid transit stations in larger commercial areas and in areas that are within walking distance of the downtown’s major centers of employment.”

3 Taper heights in the Hub to meet smaller-scaled adjacent neighborhoods.

“In these areas, building height should taper down toward the edges to provide gradual transitions to other areas.”

“The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be made more pleasing if the transition in building height and mass between such areas is gradual.”

“Where multiple tall buildings are contemplated in areas of flat topography near other strong skyline forms... they should be adequately spaced and slender to ensure that they are set apart from the overall physical form of the downtown.”

EXISTING HEIGHTS

PROPOSED HEIGHTS

HOUSING UNITS

Under Current Height Limits

8,070 NEW UNITS

(4,650 entitled or in pipeline)

Under Proposed Height Limits

9,710 NEW UNITS

(4,650 entitled or in pipeline)

An increase in height would produce an additional:

1,640 NEW UNITS

1 Total number of new units includes recently entitled projects, active pipeline projects, and potential future development based on height limits and urban form requirements. Estimate does not include 1 South Van Ness. Assumes property does not redevelop in the near term.

FOR MORE INFO, VISIT: sfplanning.org/hub
PUBLIC BENEFITS RECOMMENDATIONS

PUBLIC BENEFITS SUMMARY

The Plan would create up to...

- **9,710 HOUSING UNITS**
- **$946M PUBLIC BENEFITS**

**New on-site units and affordable housing resources**
- Achieve 29% of affordable units overall
- 2,159 affordable units through the inclusionary program
- $154M in impact fees which could fund an additional 643 affordable units, bringing the total number of affordable units to 2,802

**Funding to meet needs of existing and new residents**
- $20M New childcare centers
- $37M Capital Investments in schools serving K-12 population

**Improvements to transit service and capacity including modernization of Van Ness Station**
- $82M from the Transportation Sustainability Fee
- $34M from the Market Octavia Area Plan Fee

**New parks and enhancement to existing open spaces**
- $7.5M New Park at 11th and Natoma
- $7.5M Improvements to Buchanan Mall
- $2M Improvements to Koshland Park
- $7.5M New/Improved Civic Center Public Spaces
- $7.5M Other open spaces in the Hub area TBD

**Redesign of streets and alleys to be safe and comfortable for people walking, biking, and on transit**
- $3M from the Transportation Sustainability Fee
- $68M from Market Octavia area plan fees

### Public Benefits Package

The **Public Benefits Package** includes... (IN 2019 DOLLARS)

<table>
<thead>
<tr>
<th>Public Benefit</th>
<th>Direct Provision By New Development</th>
<th>Market Octavia + SUD Infrastructure Fee</th>
<th>Transportation Sustainability Fee</th>
<th>Market Octavia + SUD Affordable Housing Fee</th>
<th>School Impact Fee</th>
<th>Child Care Fee</th>
<th>TOTAL By Category</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Housing</td>
<td>$516,000,000</td>
<td>$154,000,000</td>
<td>$670,000,000</td>
<td>71%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit</td>
<td>$34,000,000</td>
<td>$82,000,000</td>
<td>$116,000,000</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td>$32,000,000</td>
<td>$3,000,000</td>
<td>$32,000,000</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete Streets</td>
<td>$68,000,000</td>
<td>$3,000,000</td>
<td>$71,000,000</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schools &amp; Childcare</td>
<td>$37,000,000</td>
<td>$20,000,000</td>
<td>$57,000,000</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL By Source</strong></td>
<td>$516,000,000</td>
<td>$135,000,000</td>
<td>$164,000,000</td>
<td>100%</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

NOTE: Over the course of Plan build out (roughly 25 years), the City expects to allocate funds among the public benefit categories in the amounts listed (or proportionally according to the category allocation percentages listed, should the final amount of revenues differ from what is shown here). However, the sequence of fund disbursement will be determined based on a variety of factors, including project readiness, community priorities, completion of any additional required environmental review, and other funding opportunities. The list of specific projects is subject to change and is not legally binding.

For more info, visit: sfplanning.org/hub